

### **Abstract of the Disclosure**

A paper product is provided that contains at least one paper web that is applied with a reactive composition. The reactive composition, for example, can contain one or more softening moieties that are capable of debonding hydrogen bonds within a paper web, thereby softening the web. In addition, the reactive composition contains a moiety that can form both a covalent bond and ionic bond with certain groups present on cellulosic fibers. For example, in one embodiment, the moiety contains a positively charged atom that can form an ionic bond with a carboxyl group present on a first cellulosic fiber. In addition, the moiety can contain a pendant hydroxyl group that can form a covalent bond with a carboxyl group present on a second cellulosic fiber.